Pengaruh Kinerja Karyawan Terhadap Perceived Service Quality dan Wood of Mouth Recommendation pada BPRSUD Kota Salatiga

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Subyek
1. NURSES PERFORMANCE OF STAYED-PATIENTS
2. NURSES PERFORMANCE OF UNSTAYED-PATIENTS
3. PERCEIVED SERVICE QUALITY

Label Bendel
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Abstrak / Anotasi
BPRSUD Salatiga is one of the Government Public Hospitals which has function giving health service for society. The hospital had done some treatments, for instance, enhance both quality and quantity employees, usage the limited tools as efficient as possible, and renovate other utilities, including the manpower. The level of consumers satisfaction could obtain by comparison between the perception and services accepted by patients than what they hope. Regarding to the case, BPRSUD Kota Salatiga had increased services quality of the doctors, nurses, administration employees both physical and spiritual, and other hospital facilities as well. In fact, unfortunately the society pointed out that the doctors and other facilities are not enough to give adequate services, and addition to that, the hospital's nursery is not adequated. This research is concerning the influence of employees performance against Perceived Service Quality and Word of Mouth Recommendation in BPRSUD Kota Salatiga. Calculation data is collected by means of questioner, whereas the others got from documents. The population within the research includes all of the patients of BPRSUD Kota Salatiga during March to April 2008, meanwhile the sample took out only 100 persons. Data analysis using validity test, reliability, path analysis, t and determination coefficient test. Research results show that fist hypothecal is accepted, thus there is any influence between nurses performance of stayed-patients against service quality of BPRSUD Kota Salatiga. Second hypothecal is accepted, thus there is any influence between nurses performance of unstayed-patients against service quality of BPRSUD Kota Salatiga. Third hypothecal is accepted, thus there is any influence between nurses performance of stayed-patients against satisfaction patients of BPRSUD Kota Salatiga. Fourth hypothecal is accepted, thus there is any influence between nurses performance of unstayed-patients against satisfaction patients of BPRSUD Kota Salatiga. Fifth hypothecal is accepted, thus there is any influence between services quality against satisfaction patients of BPRSUD Kota Salatiga.